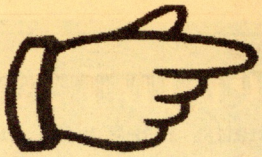
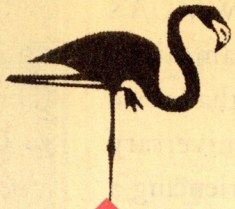
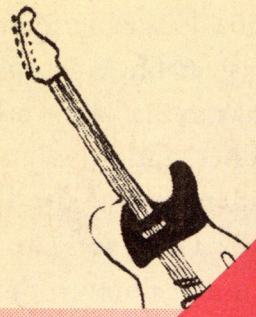
The Progressive Alternative of the Pioneer Valley

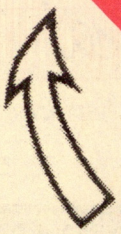




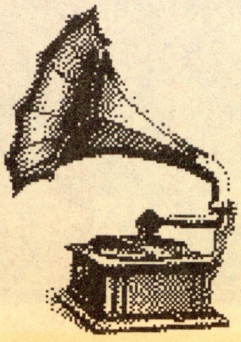


1992 WMUA

FALL PROGRAM GUIDE



91.1 FM



WMUA Fall 1992 Staff

Chairperson
Emily Stewart

Programmer
Matt Williams

General Manager
Jack Wright

Music Director
Jim Powers

Sports
Brett Morris & Brian Jones

Finance
Maria Gomes

Public Affairs
Will Pile

Alana Affairs
Malkes Gomes

Womens' Affairs
Stacey Horne

Promotions
Dave Demerjian

News
Denise Drago

Production
Amanda Grossman

Visual Media
Lara J. Borkowski

Office Coordinatior
Brian Hajarr

Telethon
Roubina Serenian

Underwriting/Sales
Kim Judd

Community Representative
Ricardo Townes

Advisor
Glenn Siegel

What to look for:

4 Morning Eclectic
5 Jazz
6 World Beat
8 Blues
9 Public Affairs
10 Evening Eclectic
11 News
12 Program Listings
14 Weekend
16 Rock
17 Urban
18 Sports
19 Telethon, Underwriters

Program design: David E. Feuer

HELLO, AND WELCOME TO WMUA'S forty-third year of programming. We are proud to announce that as we approach our Golden Anniversary (50 years), WMUA is experiencing a period of rapid change and growth. There are several new projects on our table for the 1992-93 school year that we would like to share with you, our valued listeners.

This fall WMUA's block format will feature *Pacifica Radio,* a 30-minute, in depth, alternative news show that airs at 5:30pm, Monday through Friday. *Pacifica* is a welcome addition to our programming, and we hope that you will take the time to listen in and hear what it has to offer.

We have also made a new addition to our family of Department Directors with a new Visual Media Director who is responsible for putting this WMUA Program Guide together. This position which replaces the Program Guide Editor has been expanded to include such projects as creating WMUA posters and designing new 'MUA T-Shirts—to ensure that you can see, as well as hear, us.

WMUA has devoted much of its energy over the summer to updating and organizing our constantly expanding music library to ensure that we can provide the music you love to hear, but can't hear on any other station. Dedicated members of our music and production staffs, along with our Programm undertook this project of "stack maintenance" (library maintenance), so that WMUA can continue to be your progressive alternative in the Pioneer Valley.

And as our library has grown, so too has the square footage of space that WMUA occupies. Our Business Offices are now located in room 105 in the Campus Center, a considerably larger space than our previous office. Thanks to the hard work of our station Manager and other station volunteers, along with members of the Universities' Board of Governors, we'll all have a little more elbow room and work space.

These along with many other changes are helping to make WMUA a better radio station and better organiztion. We look forward to a year filled with success both "over the air waves" and behind the scenes. As always we welcome your comments, questions and suggestions to help us better serve the needs of University students and members of the surrounding communities. Finally, we thank you for your continued and constant support.

Respectfully,

Emily Stewart

Emily Stewart, *Chairperson*

WMUA
since 1949
102 CAMPUS CENTER • AMHERST • MASSACHUSETTS 01003

BUSINESS PHONE 413•545•2877
REQUEST LINE 413•545•3691

Morning Eclectic

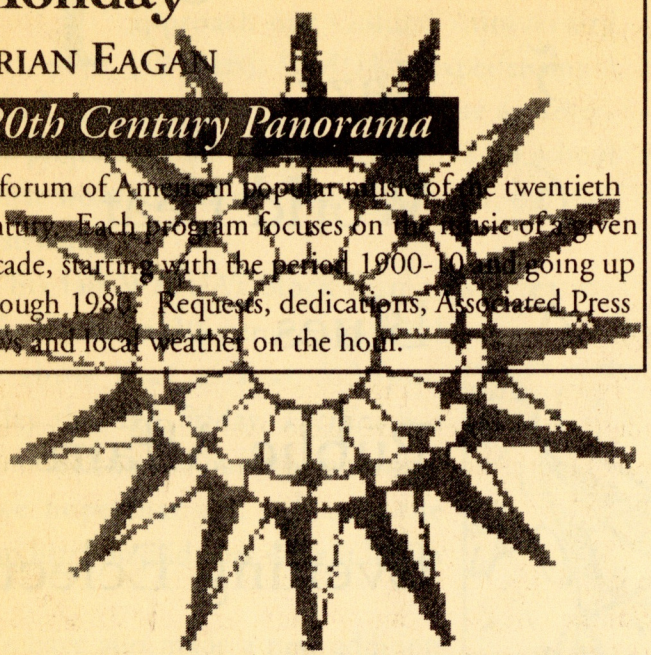
6 AM-9 AM Monday-Friday

Monday

BRIAN EAGAN

20th Century Panorama

A forum of American popular music of the twentieth century. Each program focuses on the music of a given decade, starting with the period 1900-10 and going up through 1980. Requests, dedications, Associated Press news and local weather on the hour.



Tuesday

FERN SPIERER

Oblivion Express

Oblivion Express travels the musical horizons bringing you music from the 1920's to the 1990's. Join Fern for a journey full of jazz, folk, blues, and who knows what.

Wednesday

Women's Media Project

Bringing you a wide range of music that is no sexist, non-homophobic, non-racist, etc.

Thursday

LOIS BASS

Jumpstart

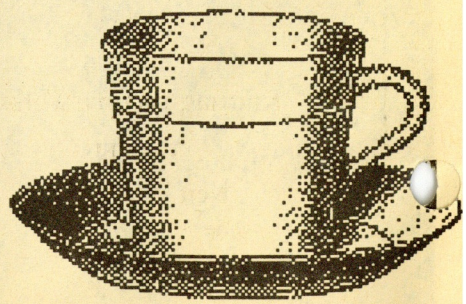
Let Lois charge your Thursday morning battery with *Jumpstart*, the show that brings you an eclectic range of music 'From Memphis to Mozambique.' Featuring music from the idioms of folk, blues, jazz, swing, reggae, African and Worldbeat, womens' music, rhythm and blues, Jumpstart is guaranteed to put a spark in your day.

Friday

Colors

JOSE TOLSON

Colors is a program which incorporates a wide range of musics. Black Classical, R&B, Latin New Song, local and national performers and wide range of women artists are what *Colors* is all about. Along with all of this is a generous portion of public service information.



Summer World Top Ten

ONE
Muslimgauze Zul'm
Extreme

TWO
Ras Pidow
Modern Antique
R.A.S.

THREE
Peeni Waali
Shanachie

FOUR
Mahlathini & the Mahotella Queens
Mbaqanga
Verve World

FIVE
Bukharan Jewish Ensemble
Central Asia in Forest Hills, NY
Smithsonian Folkways

SIX
(Various)
Drums of Defiance: Jamaican Maroon Music
Smithsonian Folkways

SEVEN
The Terem Quartet
Terem
Real World

EIGHT
(Various)
Duke Reid's Treasure Chest
Heartbeat

NINE
Sandra Cross
This is Sandra Cross
Ariwa/R.A.S.

TEN
Katoja
Freedom is What Everybody Wants
Mesa

Don't be frightened. It is true that not everyone can handle the true-grit shocking reality of this lifestyle, but be strong. Believe in yourself. Free your mind and the license will follow.

STEP ONE

Fill out a DJ training application with much enthusiasm

STEP TWO

Deliver said application by the due date to WMUA.

STEP THREE

Diligently attend every DJ training class session.

STEP FOUR

Pass the written test.

STEP FIVE

Sit in on two DJ adventures

STEP SIX

Dazzle an imaginary audience during your 'mock show' test.

STEP SEVEN

Put your John Hancock on the FCC application.

STEP EIGHT

Lick a stamp and mail the damn thing already!

STEP NINE

Relax with thoughts of your impending euphoria.

STEP TEN

Open your mailbox and accept your licence like a man.

The process is virtually painless, fragrance-free, non-comeodogenic, kind to animals; what more could you ask for?

Apply for WMUA DJ training today. And tell a friend.

WORLD BEAT

12 PM - 2:30 PM Mon - Fri

MONDAY

John Vazquez & Batey Borincano
A Puerto Rican show in Spanish with Public Affairs for the community and plenty of typical & salsa music for the listeners' pleasure.

TUESDAY

Around the World in 2 1/2 Hours
A variety show. This is the world wrapped in one little package- Asia, Australia, Zimbabwe. Jules Verne, eat your heart out. Lots of Tuva.
-DJ Dennis Al Capone

WEDNESDAY

Brian Tremblay
Black Sheep Sound System
A unique mix of Jamaican music: ska, mento, rock steady, dub, rockers and more, with an emphasis on various sounds that have developed out of sound systems, recording studios, and the work of certain producers. Plus, we feature 'versions,' records with a used rhythm track that is dubbed, or remixed, to make something new out of something old.
"Baah, baah Black Sheep,
Have you any version?
Yes sir, yes sir, studio full..."

THURSDAY

Madanmohan Rao
Voices of the Third World
Voices of the Third World features music from all over the Third World, both traditional and contemporary, rural and urban. There are also talks and discussions, speeches and interviews with Third World students and faculty from the Five College area. Past shows have focused on such varied topics as art, music, film, theatre, philosophy, religion, culture, politics and current events in the third world. Tune in and stay up-to-date.

FRIDAY

Aixa Rodriguez
Una Nueva Cancion
Una Nueva Cancion brings you the best in Latin American New Song music, folklore, traditional and contemporary rythms from South and Central America and the Carribean countries. Enjoy news and information regarding current events in Latin America, the Latino community and progressive movements of the Pioneer Valley. All these spiced with social and political commentary on struggle, solidarity and love. *Una Nueva Cancion* is in Spanish and is hosted by Aixa Rodriguez.

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The Best...
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Pioneer Valley's largest supplier of custom printed T-shirts and sportswear. We are proud to be a sponsor of the 3rd Annual Magic Triangle Jazz Concert Series!
The Official Contracted Supplier for UMASS.
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SUBSTANTIAL DISCOUNTS FOR UMASS
FIFTEEN MINUTES FROM UMASS IN TURNERS FALLS, MA.

Public Affairs

6:00 PM - 7:00 PM Mon - Fri

Monday

UNDERCURRENTS

Undercurrents attempts to give 'voice' to people and organizations in the Pioneer Valley that are working for political and social change. Whether the issues arise from the campus or community, *Undercurrents* gives advocates of change an opportunity to represent their cause and to examine the reasons why what is being established needs to be changed. It attempts to be informative, challenging and hopefully entertaining. It tries to illustrate the undercurrents of our existence.

Tuesday

GIRL TALK

Girl Talk deals with issues about Women's lives and interests. *Girl Talk* covers everything from discrimination in the workplace to reproductive rights and other health-related issues, such as AIDS and breast cancer. If you are interested in a show about women, especially for women, listen to *Girl Talk.*

Wednesday

REPORTS IN COLOR

Reports in Color is a forum for the discussion of important Third World community issues in America and abroad. By focusing attention on these issues we hope to bring awareness of a broader world to the five-college community. Issues discussed in the past have included Black on Black violence, Louis Farrakhan, Rodney King, and other critical and current topics. Tune in every Wednesday night at 6 pm for a few perspectives on the Third World community.

Thursday

SPORTS LINE

A comprehensive one-hour sports call-in and talk show with in-depth features and conversations with UMass teams and personalities with enough time for discussion surrounding the rest of the nation's sports.

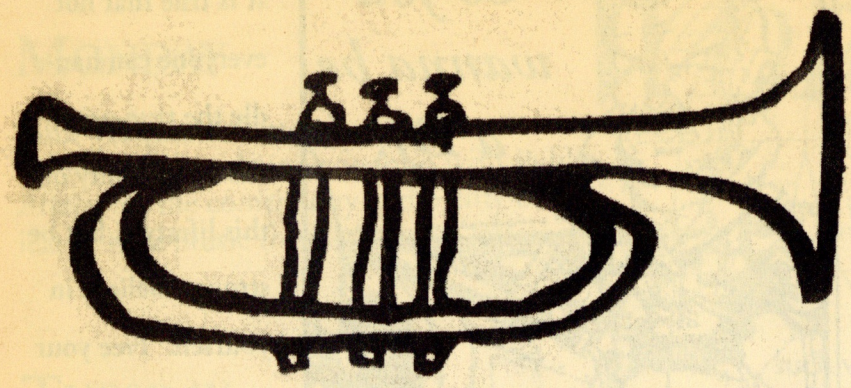
Friday

SECRET ASIAN MAN (Christopher Park)

If you ever dug far enough, maybe you would have seen it; but it exists...Asia. I've been there and back and I'd like to share a little of what I have discovered and experienced From muisc to discussion about Asia, that's what this is. Can you dig?

THE WOMENS' AFFAIRS DEPARTMENT

will be expanding awareness of women's issues at the university through WMUA by sponsoring lectures, workshops and videos dealing with women in mixed media. We reflect the interests and concerns of the women in the campus community and serve as a liason to all womens' groups in the area.



Blues

2:30 PM - 5 PM Mon - Fri

MONDAY

Katie Wright

Katie's Rythm & Blues Review

An afternoon of great blues and R&B with some soul, Zydeco and jazz thrown in for good measure.

TUESDAY

Brian Eagan

Rythm Radio

A screaming, jumping, hollering radio tour-de-force of the Rythm and Blues scene in America after the Second World War. Each show focuses on a particular era, i.e. Golden Age of Rythm and Blues (1945-60), the Soul Era (1960-73), Disco Days (1973-80). As always, requests and dedications are welcome.

WEDNESDAY

James Lovine

Blues

Emphasis on accoustic & 50's R&B. Good Healthy clean fun.

THURSDAY

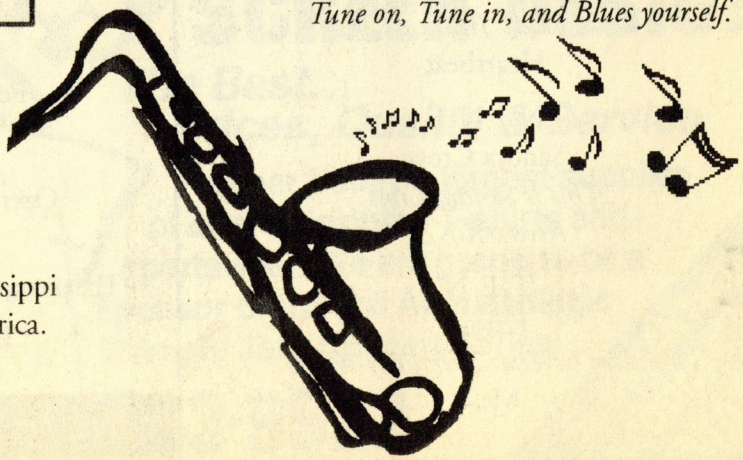
Garrett Deane

The Thrill

The Blues is a healing medication for the soul.

What you don't hear will hurt you.

Tune on, Tune in, and Blues yourself.



FRIDAY

Robert Potts

Somebody Loan Me A Dime

Blue Blue Blue. Down in the mud, that Mississippi mud. But then flying to every speakeasy in America. Robert is your guide and fellow-worshipper. Delta to Modern to Local coverage. But the blues is everything...

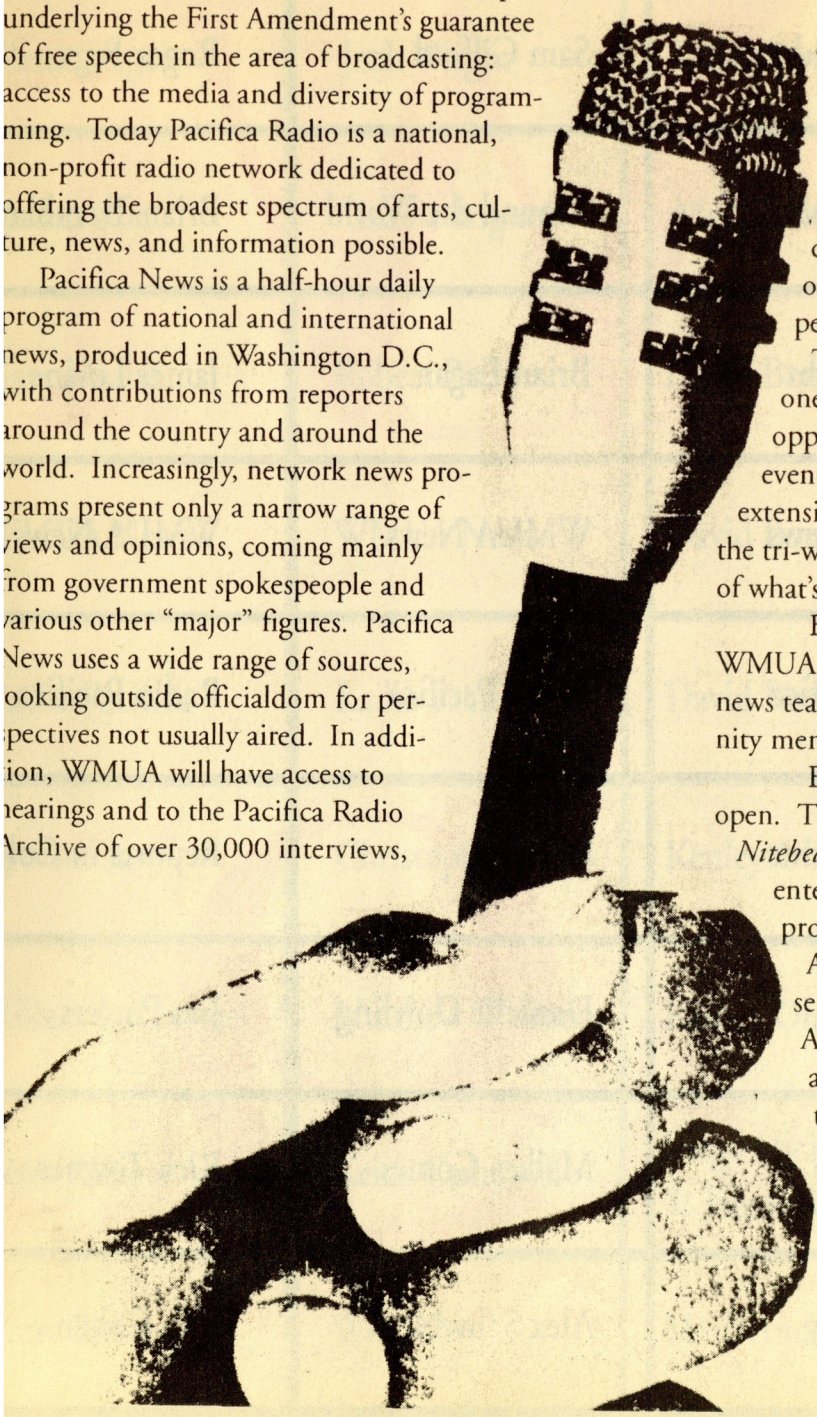
NEWS

Monday - Friday 5:00 - 6:00 pm

Pacifica Radio

Pacifica Radio, founded in 1946, pioneered the concept of listener-sponsored radio as a way to provide for two of the most fundamental policies underlying the First Amendment's guarantee of free speech in the area of broadcasting: access to the media and diversity of programming. Today Pacifica Radio is a national, non-profit radio network dedicated to offering the broadest spectrum of arts, culture, news, and information possible.

Pacifica News is a half-hour daily program of national and international news, produced in Washington D.C., with contributions from reporters around the country and around the world. Increasingly, network news programs present only a narrow range of views and opinions, coming mainly from government spokespeople and various other "major" figures. Pacifica News uses a wide range of sources, looking outside officialdom for perspectives not usually aired. In addition, WMUA will have access to hearings and to the Pacifica Radio Archive of over 30,000 interviews,



WMUA News

WMUA News is brought to you Monday through Friday at 9, noon, and 5. The WMUA News Team covers up-to-date global, national, state, campus and community news.

Unlike commercial radio stations' news, WMUA News isn't just mainstream. The WMUA news staff strives to cover news that specifically matters to the University and community members. Located on the UMass campus, WMUA News has an advantage over other stations. We can cover stories as they happen and talk with the newsmakers themselves.

The newly expanded 5 o'clock broadcast to one-half hour gives WMUA news the unique opportunity to cover a wider range of stories and events in-depth. These include: *Feature Friday*, an extensive report on a specific issue of the week; and the tri-weekly *Nitebeat Report*, an entertaining report of what's happening in the Pioneer Valley.

Being a part of a multi-cultural University, WMUA news strives to be multi-cultural as well. The news team consists of University students and community members from diverse majors and backgrounds.

Every semester positions on the news team are open. These positions include: on-air news, sports and *Nitebeat* anchors, reporters in every aspect of news, entertainment and sports, in-house writers, and production and board engineers.

All of the news staff is trained on newscast presentation, reporting and production techniques. Anyone is welcome to join our staff. Creativity and enthusiasm in making good news are all that is required to be a part of the WMUA news team.

Summer Midnight Eclectic Lucky 11

Compiled by Will Pile

Caroliner
The Cooking Stove Beast
Nuf Sed

CMCD
Six Concrete ElectroAcoustical Works
Recommended

Dadamah
Nicotine 7
Majora

Dead C
Harsh 70s Reality
Siltbreeze

Olla
Septic Hagfish 7
Flying Nun

Opus 90/91
Radio Netherlands
Transcription Service

Pork
Backstabbin'
Sub Par

Royal Trux
Red Tiger 7
Drag City

Scum
Mona 7
Vertical

Snake River
Spinach 7
Bonehead Rex

Steltch
Rhythm of Bust
Sonic Noise

Evening Eclectic

12 AM - 3 AM Mon - Fri

Monday

Dave Farley
The Word of the Boognish

☆ A three-hour test of your ears and mind. Punk, Grunge, Ska, Reggae, Rap, Cheesy 70's stuff, cool Retro stuff, Underground bands, Irish Folk, Local Bands and on-air callers aid in a weekly search for truth in a world where Graham Chapman must die, but Bob Hope continues to live. These elements combine to form a sea of euphony and cocophony that look a little like this: %$$@!*@+#$!!?!

Tuesday

Alex Schrebler
A Blast down the Path of Rhythm

☆ *A Blast Down The Path of Rhythm* is designed to showcase the funkiest beats of the present, while AL-SEX provides the historical backdrop of JAZZ and other African derived Musical Genres to guide the listener in travels of Rhythm.

Wednesday

Josh Cohen
CDJC

☆ This is brain. This is your drugs on brain. Call it what you want, but if you experience a ringing in your ears, reduce volume or discontinue use.

Thursday

Anne Bidner

☆ Ramblin Anne is back with a listenable romp through the newest releases in MUA land. No kissing up to College charts, but no "Noise for the sake of noise" either. Just quality pop, twisted, served up with civility.

Friday

Will Pile
Jeva on Tap

☆ The Surface Film must be peeled off the Jeva to reveal the rich, rank underlying fluid. This "Jeva" is drinkable. Some call it the elixir of the gods. The Film is poisonous and old, crusty and sweet. I prefer Film over Jeva.

Tear out this centerfold and keep for future reference

Fall 1992 Program Schedule

Times	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6 AM – 9 AM	Brian Eagan	Fern Spierer	Women's Media Project	Lois Bass	Jose Tolson	Polka Bandstand	Glory Road to Gospel
9 AM – 12 PM	Dave Van Iderstein	Sam Gilford	Roger Fega	Glenn Siegel	Jack Wright	Polka Bandstand	Ruth Malkin
12 PM – 2:30 PM	John Vasquez	Around the World	Brian Tremblay	Madan Rao	Aixa Rodriguez	Mark Kalashian	Focus
2:30 PM – 5 PM	Katie Wright	Brian Eagan	James Lovine	Gary Deane	Robert Potts	David Bond	Country Blues & Bluegrass
5 PM – 5:30 PM	WMUA News	WMUA News	WMUA News	WMUA News	WMUA News	David Bond	Country Blues & Bluegrass
5:30 PM – 6 PM	Radio Pacifica	Radio Pacifica	Radio Pacifica	Radio Pacifica	Radio Pacifica	David Bond	Country Blues & Bluegrass
6 PM – 7 PM	Undercurrents	BLANK	Reports in Color	Sports Line	Christopher Park	Kenley Obas	Judy O'Brien
7 PM – 9:30 PM	Peter Lee	Danielle Dowling	Jim Powers	Hillary Rosensteel	Matthew Williams	Kenley Obas	Alan Wilcox
9:30 PM – 12 AM	Obed Alice	Malkes Gomes	Rick Townes	Peter Ribiero	Keith Campbell	Virgil Hickman & James Roberts	Alan Wilcox
12 AM – 3 AM	Dave Farley	Alex Schrebler	Josh Cohen	Anne Bidner	Will Pile	Mark Anderson	Bart Feller

WMUA 91.1FM

Glory Road to Gospel
6 - 9 AM
Religious music and scriptural advice to help you conclude and start your week. Regardless of your walk of life.

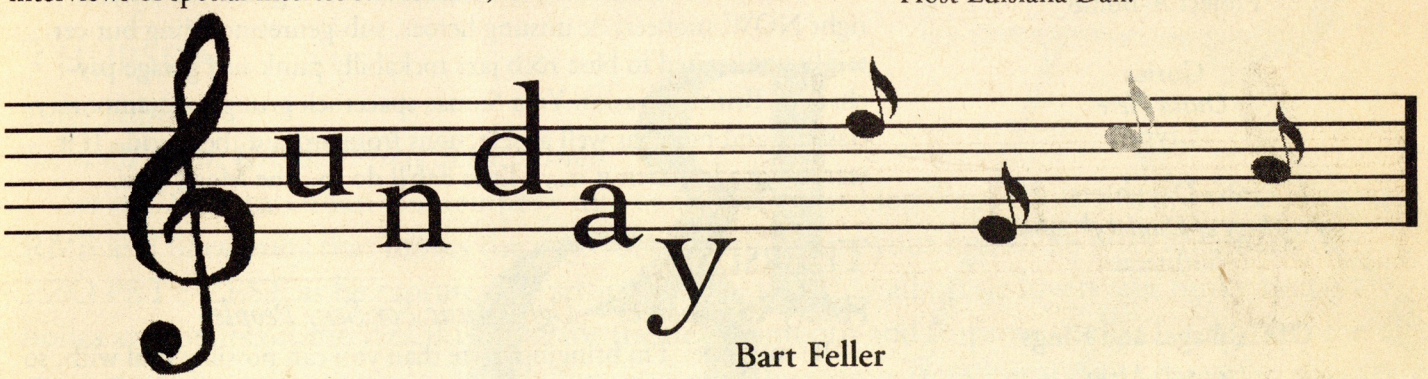
The passing of Rev. Pearson will leave a void for those of us at WMUA who admired and appreciated his commitment to the station for over 15 years.
His show will continue, and so will our memories.
Amen.

Ruth Malkin
Zamir
9 AM - 12 PM
Israeli and Jewish music of all kinds, and important announcements for the community.

Ken Mosakowski
Focus
12 - 1 PM
Focus is a weekly 60-minute public affairs series offering debate, analysis, and commentary on critical political issues and events. For the past 24 years, *Focus* has provided listeners with an in-depth alternative to the shallow or non-existant coverage of issues and events which shape political reality at the national, state, and local levels.

Judy O'Brian
Paula Gottlieb
Now's The Time
- 9 PM
Now's the Time- womens' programming featuring music, news and interviews of special interest to Lesbians, feminists and our Allies.

Dan Russell
Bob Allen
CB+B Staff
Country Blues and Bluegrass
1 - 6 PM
Country Blues and Bluegrass is definitely not a typical 'Top 40' show. Humor, History, News, Request line, and music that is 2nd to none. 20's + 30's' hillbilly' and string band, old and new country, Bluegrass + Newgrass, Cajun + Zydeco and an earfull of the blues: Texas, country, Chicago, Piedmont + womens. Western swing and 'Radio, Radio', your favorite radio shows out of the past with Host Luisiana Dan.



Alan Wilcox
Jesus Music
9pm-12am
A wildly-varities show, with music ranging from grunge rock to reggae, with the very latest and very best world music, folk, pop, rap, r&b, and more thrown in for good mesure, from diverse points in the Christian sub-culture and around the world. Expand your musical tastes and expose yourself to music that's truly counter-culture. Don't Miss It!

Bart Feller
Standing On The Verge Of The Chickens Coming Home To Roost
12am-3am
Uh, show description, right. I don't know really. It's a Funkadelic-Klezmer-Stooges-Isley Brothers-Vic Damone-Barry White-Tom Waits-type groove. It's the cache at the party for the end of the world. Vinal is a sort of 'Zen' experience. You have to clean it, flip it over, take it out of its cover; etc. Cover art the way God intended, too. CD's are for Me Generation 90's remote control dependant types. Or maybe I'm just full of it.

Billy Belina & Mitch Moskal

Polka Bandstand

6 AM - 12 PM

The Saturday morning polka shows have been an institution on WMUA. Now in its thirteenth year of continuous on-air programming, the Polka shows are proud of thier accomplishments over the years and look to many more years of bringing the very best in polkas, obereks and waltzes to their faithful audience. The polka shows feature not only the latest in polka music but many of the "Golden Oldies" each and every week. In addition, request and dedications are always accepted and the listeners receive the most up-to-date information regarding polka-related activites during the hourly *PolkaBandstand Calender.* Not only are the polka shows the best in polka programming but the largest block of polka programming in all of New England.

Mark Kalashian

Remember When

12 - 3 PM

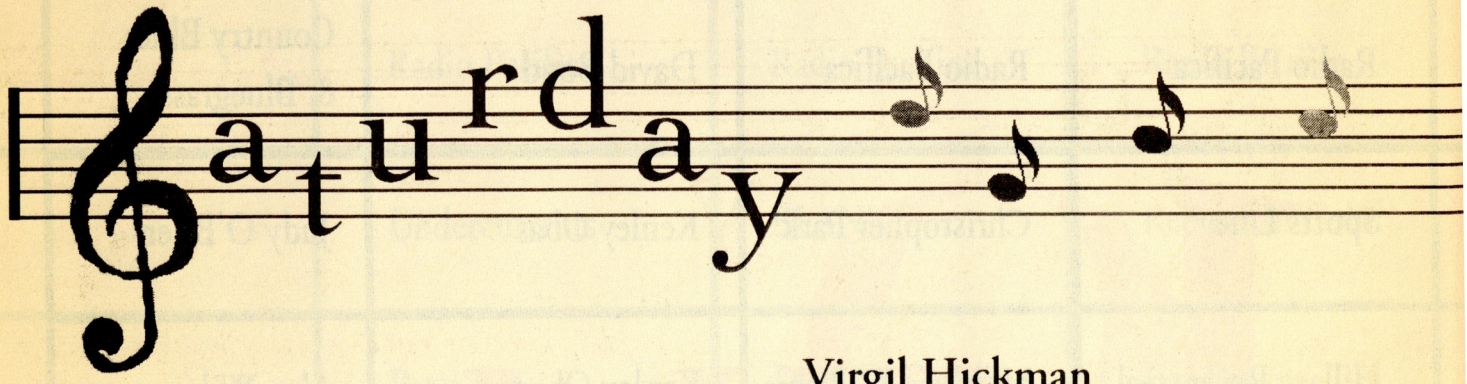
Remember When is an oldies show on which your host, Mark with a "K" plays the music of the 50's and early 60's. He plays the songs you remember, but specializes in the ones you have probably forgotten, and even comes up with a few you may never have heard before! Tune in Saturdays at noon and reminicse to these classic tunes exclusively on the 'Fun 91' in Amherst.

David Bond

Melodies of Then

3 - 6 PM

Dave brings a mixed bag-Jazz, Blues, Showtunes, World styles. Do you ever Wax Nostalgic? This is the very best wax for you...



Ken Obas

6 PM - 9 PM

Virgil Hickman & James Roberts

9 PM - 12 AM

Mark Anderson

Hooray For Everything

12 AM - 3 AM

For the temporary relief of minor aches and pains associated with the common cold, headache, toothache, muscular aches, backache, for the minor pain of arthritis, for the pain of menstrual cramps and for the reduction of fever.

URBAN CONTEMPORARY

9:30 PM - 12 AM Mon - Fri

MONDAY

Obed Alce

Carribean Madness

Tune in to Carribean Madness-with the selecta Obie One. Reggae Dance Hall, Callypso & Soca

TUESDAY

Malkes Gomes

DJa Brava

DJa Brava features both traditional and contemporary music from the Cape Verdean Islands, including the Morna, the Coladeira, the Funana and music from the Portuguese speaking world. There will also be weekly bits of cultural and public service information, as well as interviews.

WEDNESDAY

Ricardo Townes

Mellow Madness

My show will feature the music of such contemporary players as Marion Meadows, Dianne Reaves, George Howard, and Take 6. I am trying to expose listeners of WMUA to a brand-new style of music that is extremely popular in major cities throughout the country. This music is not heard in the Valley except for WMUA.

THURSDAY

Peter Ribeiro

Set it OFF: An Urban Variety Show Session

Set it OFF is an Urban Contempory mix of the best Hip-Hop/Rap, Club, Funk, House, Reggae, R&B and Slow Jams that moves the city, your eardrums and your hearts. So relax and listen to P.ZO PETE-ZEST as he captures the strong sounds to satisfy all music lovers and funky beat-a-holics and pours on the P.ZOLENOL for the head. Smooth and Improve *Set it OFF* also has the most creative format of up-to-date public service announcements and music sets that keep you on top of your world. This is a production of the Black Mass Communication Project.

FRIDAY

Keith Campbell

Rock Rhythm + Soul

Rock Rhythm and Soul hypes up every Friday night on WMUA when DJ Cool KC invites the listener to take a trip through the wide collage of black musical styles from Rock to Rap. So open your mind and take a listen to one of the most original and innovative shows on WMUA. Rock Rhythm and Soul (RRS for short) Believe that. Brought to you by B.M.C.P.

Summer Rock

Ten Spheres of Greatness

Compiled by Jim Powers

A-Bones
I Was a Teenage Mummy
Norton

Bevis Frond
A Gathering of Fronds
Reckless

Cakekitchen
A World of Sand
Homestead

Cycomotogoat
De-es-el

Dog Faced Hermans
Mental Blocks For All Ages
Project A-Bomb

Gories
Outta Here
Crypt

Job's Daughters
Prophecy of Daniel & John7
Siltbreeze

Of Cabbages and Kings
Hunter's Moon
XXX

Smegma
Boils and Carbuncles 7
Siltbreeze

Strapping Field Hands
The Demiurge 7
Siltbreeze

Trash Can School
Sick Jokes & Wet Dreams
Sympathy

7 PM - 9:30 PM

MONDAY

Peter Lee *Non-Sequitur Theatre*

Non-Sequitur Theatre is a two and a half hour swim away from the mainstream into oceans of alternative sounds. Now in it's eighth year at WMUA, *Non-Sequitur Theatre* is dedicated to playing music from all over the world that defies the narrow categories of commercial radio. A typical show might feature mutant funk, new folk, heavy dub reggae, and industrial dance music, possibly in the same set, *Non-Sequitur Theatre*- give it a shot!

TUESDAY

Danielle Dowling

If Satan designed a new sector of his fiery lair for the burgeoning group of self-righteous twits, the music piping out of its speakers would sound a lot like PC hell. Humorously-challenged people need not listen.

WEDNESDAY

Jim Powers *Easy Listening For Difficult People*

From the garage to the stratosphere...rawk N' rowwlll's major and minor artistic triumphs and the music that inspired them from the twenties thirties fourties fifties sixties seventies eighties ninties and right NOW, pioneers & unsung heroes, sub-genresincluding but certainly not limited to blue r&b jazz rockabilly punk surf garage psychadelic British Invasion Yma Sumac spacerock grunge contemporary-classical and noise, as well as selections from around the world. If it seems like a lot, then it is,,, a little dab'll do ya...the Moog lives.

THURSDAY

Hilary Rosenstiel *Ugly Music For Sexy People*

Be my slave. I'm bringing more than you can possibly deal with, so sit back and enjoy the ride. Don't worry, I won't oppress you too much- I'm into a more subtle form of control. LOVE IT!

FRIDAY

Matt "Jarvis" Williams *Don't Whip Me Anymore*

What's the matter ya trendiod can't find the handle 'cause yer too worried about yer hair, and yer jeans and yer girl and yer inattentive parents? Poor kid don't feel sorry for ya, ya gotta get it on yer own nobody ken give it to ya no flashy artiste no corporate brat no druged out high school cult hero gonna give you a direction 'cause all the information ya need is right there in front of yer face and the tools ya need have been put in your hands time & time again. But don't come to me for help. All (!) I do is play music.

Greetings,

It is gratifying to know that in these troubled financial times the Student Government Association , the source of approximately two-thirds of WMUA's operating funds, has reaffirmed its commitment to us this year. The Student Activities Trust Fund budget (compiled by the SGA) for FY 93 includes an increase of $3,332 for WMUA. In light of the financial malaise in the Commonwealth and throughout the country, representing a significant show of support for WMUA on the part of the Student Government Association.

However, due to new programming, technical improvements, repairs and established financial commitments, it is still necessary that WMUA appeals to listeners and area businesses for additional support. Some of our expenses during this past spring and summer have included:

- purchase of an Aphex Aural Exciter (to improve on-air sound quality)...$633.00
- repair of transmitter struck by lightning (really)...$233.00
- yearly fee for Radio Pacifica feed...$988.00

These are the kind of exciting and necessary items we need to pay for with our Telethon (week of Oct. 24) and program underwriting with area businesses. Listen for our telethon or underwrite your favorite program and make a difference at WMUA 91.1 FM!

Student Activities Trust Fund	$74,448.00
General Revenue	$34,028.00
Underwriting	$8,749.00

ALTERNATIVE. The one word that describes WMUA Radio, 'The Home of the Cow.' We work hard to bring you the best original programming and services that any radio station can or does this side of Worcester. The yearly telethon is just one example of our originality. This is our one and only chance of raising money to help buy state-of-the-art equiptment that will allow our listeners to continue hearing us commercial free, 24 hours a day, 365 days a year. Hey, what college station can boast that and actually deliver? None other than WMUA.

This year's telethon will run from Saturday, October 24 at 6 a.m. until October 31 at 6 am. When you make your generous donation to WMUA, you'll get some pretty cool products as a token of our love and deep appreciation to our fans

Our station-wide premiums are the best. For a pledge of only $30.00, you'll get an amazing, Murina brand, pre-shrunk, 100% cotton WMUA t-shirt that will make you the object of everyone's envy. A $20.00 pledge will get you a black WMUA baseball cap. At the $10.00 level we have our environmentally aware, 100% recycled plastic WMUA frisbee in our official colors.

For our special premiums we have many top quality CD's, cassettes, LP's, gift certificates to local businesses and posters—all priced just right for everyone. Quite amazing, huh? All of this can be yours for any amount that you wish to donate. No matter what, we will forever love you. As a student-run organization, local and community support is key for us and each year the telethon sets a goal that we hope to achieve and surpass.

Our goal for the 1992 telethon is $16,000 and I know that with the community's continued love and generous support of WMUA this goal will be reached in the blink of an eye. We are the 'Progressive Alternative in the Pioneer Valley' and with your help we WILL rule this side of Worcester.

Hopes for a great semester and more importantly a rockin' telethon, this is your humble telethon coordinator saying the Cows are becoming restless! Help feed them.

Smile & Peace,

Roubina Surenian

Especially for You

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SPORTS

Whatever and wherever the Maroon & White play, WMUA will be there. YOUR SOURCE for a CONSTANT VARIETY of UMASS SPORTS, WMUA brings the action to YOU— on 91.1 FM. You'll hear every UMass touchdown, slam dunk and goal— LIVE, HOME AND AWAY—PLUS action from the soccer field to the diamond and conversation from the sidelines to the pool deck. Hear in-depth features and discussions with the players and coaches and play-by-play from WMUA's talented team of sportscasters. Listen to SPORTSLINE every Thursday night for the greatest variety of UMass sports on the radio dial an call in to express your own views or talk to the guests. As UMass sports reach new height, so does their coverage on WMUA 91.1 FM.

FOOTBALL

(McGuirk Alumni Stadium)

Oct. 10 at RHODE ISLAND 1:30
Oct. 17 CONNECTICUT 1:30 *
Oct. 24 VILLANOVA 1:30 **
Oct 31 Northeastern 1:30
Nov. 7 at RICHMOND 1:00
Nov. 14 MAINE 12:30
Nov. 21 at NEW HAMPSHIRE 12:30

HEAD COACH: MIKE HODGES

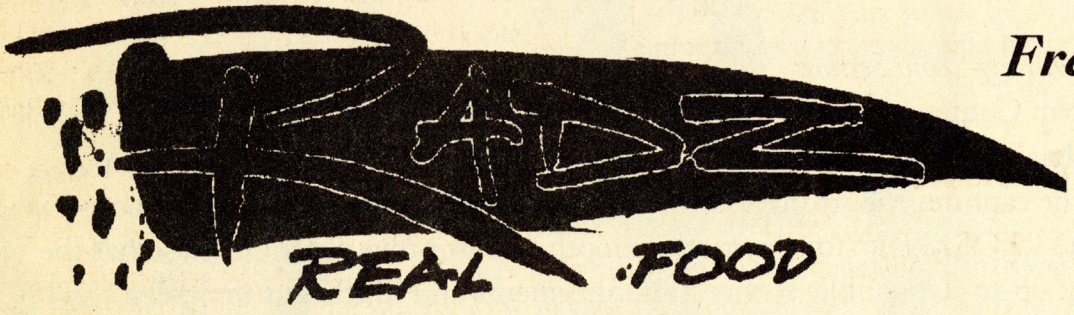
Yankeee Conference games in capitals
** Homecoming* ***Band Day*

Women's Soccer (Garber Field)

Oct. 7 at Yale 5:00
Oct. 10 Hartford 2:00
Parents' Weekend
Oct. 12 Providence at Pepperill 1:00
Oct. 21 at Rhode Island 12:00
Oct. 24 at Connecticut 12:00
Oct. 27 Vermont 2:30
Oct. 31 Southern. Methodist at Central Florida 2:00
Nov. 1 at Central Florida
HEAD COACH: JIM RUDY

Men's Soccer (Garber Field)

Oct. 9 at West Virginia 7:00
Oct. 11 at George Washington 2:00
Oct. 16 St. Joseph's 2:30
Oct. 18 Hofstra 2:00
Oct. 21 Connecticut 3:00
Oct. 24 Alumni 11:00
Oct. 25 Hartford 2:00
Oct. 28 at Fairfield 2:00
Nov. 1 at Maine 1:00
Nov. 6-8 Atlantic 10 Championships at Rutger's
Atlantic 10 Game
HEAD COACH: SAM KOCH



Free delivery!

Subs
Char-Broiled
(Steak, Chicken, Sausage)
Teriyaki, BBQ, Cajun, Pesto, Lemon-pepper, Honey-Mustard & Fajita

Pizza

Salad
Tuna plate, garden, spinach, chef, taco, grilled chicken, grilled steak

SUN - WED 4 PM – 2 AM **549 – 7890** TH – SAT 4PM - 3 AM

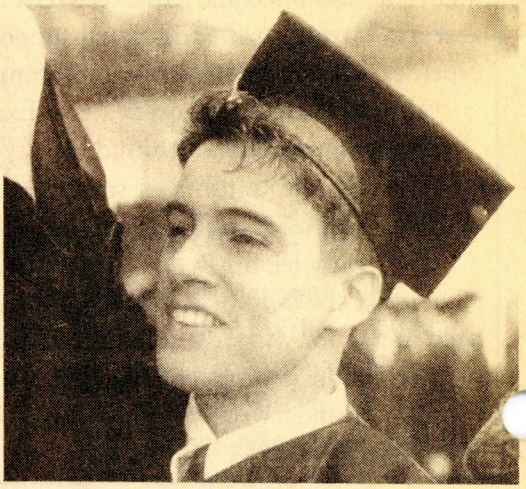
THE STAFF AND LISTENERS OF

WMUA 91.1 FM

would like to thank the following underwriters of 1992 for their gratious support.

Acme BB
Amherst Aviation
Amherst Typewriter
Artist in Resonance
Brittany Manor
Broadside Bookshop
Buttons by Gregory Wilson
Campus Design & Copy
Cioci Di's & Mom's Pierogi
The Daily Collegian
Dynamite Records
Fly-By-Night Futon Co.
The Gallery
Hamilton I. Newell
Haymarket Bookstore & Cafe
Stanley Kaplan
La Veracruzana
Myer's Eatery
Off-Campus
Silverscreen Design
Spirit Haus
The Spoke
The Sub
Tavern on the Ninth
Top of the Campus
Restaurant
Yesterday & Today Music

You've invested in your education,
Now invest in your future!



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